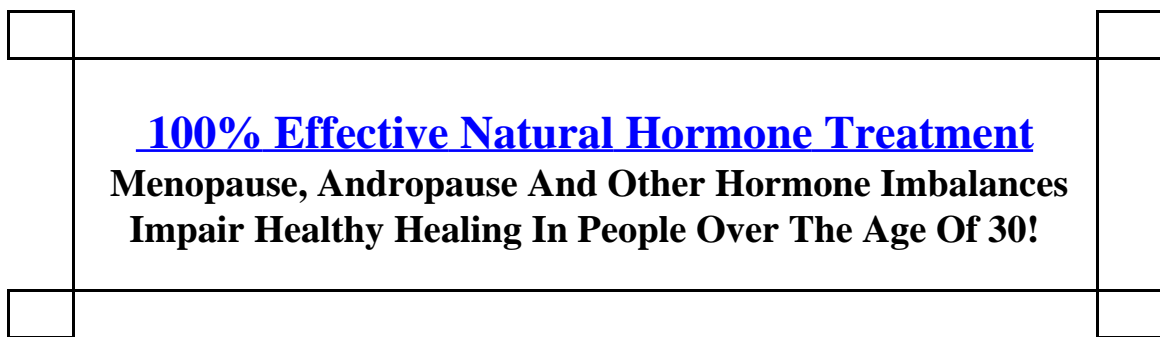


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Review Of The AdSense Code: What Google Never Told You About Making Money With AdSense

By Bonnie Davis

Author: Joel Comm

Morgan James Publishing, LLC
1225 Franklin Avenue, Suite 325, Garden City, NY 11530, 800-485-4943
ISBN 1-933596-70-8, \$24.95, 2006, 228 pages,

<http://www.TheAdSenseCode.com>

I admit it. I swore to never fall for one of those "Make my book number #1 on Amazon.com." deals again. But this time I fell, and I fell hard, for The AdSense Code by Joel Comm. The headline on his web page reads like this: "How \$15.72 Can Get You Over \$6972 Worth Of The Best Internet Marketing Training Resources On The Face Of The Earth..." I received dozens of e-mails from his joint venture partners and so I ordered the book.

The cover of this book is eye catching and will look familiar to most readers because it is based on the cover for The DaVinci Code. The design is clever and in this particular case makes the book stand out from the rest of the herd.

The good news: The AdSense Code is a terrific read and an even better resource. The bad news: the free internet training resources were nothing new. Download and use the free software bonuses in conjunction with this book. If you buy The AdSense Code and I recommend you do then skip the free information resources and dive into The AdSense Code right away.

The best way to read this book is to have a highlighter, pen and paper in hand. I took pages of notes, highlighted the best bits and read through several chapters twice. There are no recommended scams in this book nor are there any guarantees. The information is all above board presented in a logical format and Joel reminds us of the Google(tm) Terms Of Service more than once.

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Included in this book are twenty-two chapters in addition to resources and case studies. The material is very good. Joel covers some information already available on the internet but he saves you the dozens of hours of research and provides screen shot examples that you will not see anywhere else. Much of the information was new to me and I have been using AdSense for some time.

Some of the topics covered by the book are positioning, colors, targeting, tracking and creating content. Strategies range from the simple to the complicated but Joel provides plenty of step-by-step instructions to help make learning a breeze. Joel shares what works for him and provides plenty of information that will stimulate you to create your own unique strategy for implementing and tweaking AdSense on your sites.

Read and implement the strategies in this book while the information is still fresh and you will be well on your way to increasing your income from AdSense.

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Bonnie Jo Davis is an experienced and successful article marketer and author who built her entire business marketing with articles. Hire her to teach you how to exploit the power of article marketing by visiting

<http://www.WriteYourWayToProfit.com>

Book Review: The AdSense Code By Joel Comm

By Douglas Titchmarsh

I had already sampled Joels work when I read his original ebook "What Google Never Told You About AdSense", so I had high expectations of this physical AdSense training book. I have to say Joel didn't disappoint me this time either.

To start with The AdSense Code begins with the basics which anyone just starting out with AdSense will find useful as a quick reference to get them up and running. As someone who has been using AdSense for a while I found this section could be skimmed, although there are some tips you may still find useful even if you have used AdSense on your sites for a while. Some of the stuff in the first few chapters will jog your memory and remind you of somethings you already know but forget to use.

After the initial setup Joel gets right on with the stuff you bought the book for, the correct way to implement AdSense for maximum profits. His tips are all backed with his real life testing and tuning, but even so he is ready to admit that there is no one size fits all when it comes to ad placement and colour usage in the adblocks, think blending in the AdSense blocks to not look like ads and you are getting close. He also reveals what AdSense blocks work best and where, as well as caveats when this advice doesn't quite work out to be true.

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After the initial setting up, and placement, The AdSense Code goes further into testing and tracking to get the maximum CTR (Click Through Rate) for your AdSense blocks. Joel mentions some of the tools he uses for tracking and gives you a more in depth knowledge of how to use the tracking Google has already given to AdSense publishers with the "Channels" you can use to track your AdSense effectiveness with. This is a useful read for anyone who wants to make the most of every block of AdSense ads.

The other parts of the book briefly (sometimes it seems a little too briefly) cover the topics of content sites, search engine optimisation and using your website stats to help you increase your traffic. The section on SEO (Search Engine Optimisation) could have been a little more in depth, although this is a huge subject which deservedly has more than enough books and ebooks written about it, it could have had a little more than the 8 pages devoted to it, but then this book isn't about getting traffic, it's about making the most from what you already get.

In summing up, The AdSense Code by Joel Comm is an ideal book for the beginner to intermediate AdSense publisher, and will help improve their AdSense earnings. If you are already earning a living from AdSense this will offer only a little backup reference information for you. The AdSense Code covers the core subject for which it was written in great detail, in an easy to understand way without being patronising. My advice is if you are earning less than a few hundred dollars a month from AdSense but would like to do better then this is the book to buy, and keep referring back to as you improve your earnings.

Douglas Titchmarsh is the author of the Newsletter and Blog The DEWDigest at

<http://www.thediscountebookstore.com/blog>

and recently read The AdSense Code By Joel Comm

which you can buy for yourself at

<http://www.cashinonline.info/recommends/theadsensecode.php>



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